

INSTITUTE DRIVE FOR ACCIDENT PREVENTION

National Council Experimenting With Safety Appliances for Automobile.

In the hope of wiping out entirely the avoidable automobile accident, in so doing to save at least 10,000 lives and millions of dollars annually, the Underwriters' Laboratories, with the assistance of the National Safety Council, are now carrying on extensive experiments with appliances for the prevention of automobile accidents.

The use of laminated glass for wind shield construction, wind shield cleaning appliances, the construction of steering gears, and the whole subject of head lamp dimmers and diffusers are involved in the tests under way. While the laboratories are conducting these tests with mechanical sources of automobile accidents and their prevention, the National Safety Council, through its local councils, is making a study of all traffic accidents.

The use of laminated glass for wind shield construction is a comparatively new feature in automobile work, and considerable attention is being given to this item at the laboratories at the present time. It can be readily seen that with the use of a suitable form of laminated glass, injuries through collisions will be markedly decreased if the flying glass hazard is reduced to the minimum. While only one form of laminated glass has thus far been listed for this service, the laboratories have either submitted their product for examination or have signified their intention of so doing in the near future.

The application of wind shield cleaners to automobiles is of considerable advantage in reducing the possibility of accidents from collision, and this organization is doing considerable work in testing such devices.

We are now arranging to make tests of steering gears where the gears will be mounted upon a stand and operated a number of times equivalent to what would be expected on an automobile after five years of severe service, in order to determine the cause of failure occurring due to defective construction. Up to the present time, no steering gears have been listed, but we expect to do considerable work along this line in the near future.

The subject of head lamp dimmers and diffusers has received some attention from us and we have developed means whereby the "glare" can be defined in terms of apparent candle power. As you know, a number of States have legislation concerning the use of head lamps, but only one or two, principally California and Wisconsin, have considered the possibility of actually making tests to determine scientifically the so-called "glare" factor.

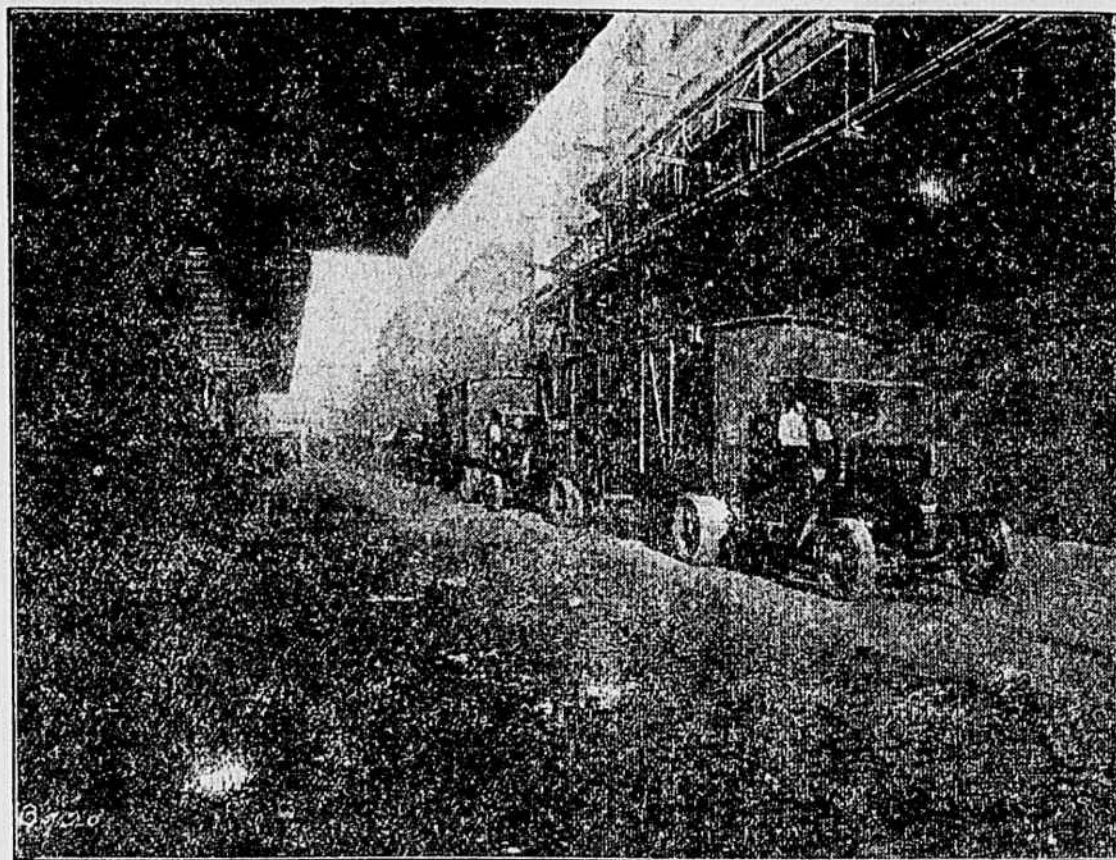
ENTRY LIST GROWING FOR TRUCK RELIABILITY EVENT

Run of 2,500 Miles Through Honey Belt Being Wanted by Farmers With Utmost Interest.

Several manufacturers of motor trucks have placed their entries for the first national motor truck reliability contest within the last week. The list of entrants is growing steadily. The run will start June 14 from Omaha, through a district known as the money belt, in which the sale of motor trucks has not been up to the standard with solid tires. It is believed that this run of 2,500 miles in twenty-one days covering the richest farm section of the world, with long noon stops and night stops at most important places, will do much to place the truck in a commanding position for future business. All entrants will use pneumatic tires.

Distributors and dealers along the tentative route and throughout the entire money belt district have been

SHIPPING BY TRUCK DURING RAILROAD SWITCHMEN'S STRIKE.



Fleet of trucks and tractors of Morris & Co. leaving Chicago Stockyards during Switchmen's strike. Every available truck, from a small 3-ton truck to the huge 15-ton tractor trailer, was pressed into service.

PNEUMATIC TIRES MAY SOLVE TRUCK STARTING

Electric Starting and Lighting May Be Made Easier by Adoption.

"Pneumatic tires will help solve an old truck problem, according to an official of the Electric Auto-Lite Corporation, one of the biggest companies of its kind in the country," said H. A. Gilman, general sales manager of the Federal Rubber Company, of Cudahy, Wis., in discussing a new line of pneumatic tires for trucks recently announced by the company.

This official says: "Pneumatic tires will help solve the electric starting and lighting problems for motor trucks. Solid tires jar the batteries to pieces."

With the pneumatic tire, the battery will be saved from rocking road shocks and jolts, and self-starters and electric lights for trucks will be practicable now.

That information goes deeper than he knows. If pneumatics will save batteries on trucks, what about the saving in wear and tear on trucks, a wear and tear that now goes down as depreciation or in repair bills.

A St. Louis bridge company has reduced bridge tolls on trucks equipped with pneumatic tires approximately 25 per cent. That is because the pneumatically equipped trucks reduce vibration and shocks on the bridge from the wear and tear of the solid tired truck.

If that applies to such an extent to wear and tear on a bridge, what about the savings to roads and highways, and from the truck owners standpoint what about the protection to truck chassis and motor, as well as the merchandise with which the truck is loaded?

The improved pneumatic tire for trucks is doing much to increase the efficiency of the truck. Recognition of its value is growing by leaps and

NORSEMEN HAD NOTHING ON PRESENT-DAY SPEED KINGS

Swedish Automobile Racers Unshaken by Turbulent Weather and Ice Roads.

Sturdy Norsemen vikings and their pirate crews slithering the North Sea in search of victims had nothing upon their modern-day kinsmen as to ability to endure hardship and the ravages of extreme winter weather. This was demonstrated at the annual winter automobile road race at the Royal Swedish Automobile Club, at Stockholm.

Unmindful of tortuous weather, blizzards and below-zero temperatures, warmly garbed drivers, with faith unshaken and confidence supreme, started the long drive of 1,263 kilometers, or about 786 miles. The course was from Stockholm to Gothenburg and back again by a different route. Typical Swedish roads proved no barrier to them. Ice and snow buffed them about, but to no avail. Forty-six cars were entered and divided into two classes, according to size and engine power.

But sturdy American-made tires from the Goodyear Rubber Company, at Akron, Ohio, proved as indefatigable as the intrepid drivers. They proved their ability to withstand heartless punishment at the hands of ice-jagged roadways, and were potent factors in the successes of the winning drivers.

Oceanic Bricks for Norfolk.

OCEANA, VA., May 15.—The Atlantic Brick Company, recently incorporated by Norfolk parties, will soon have in operation here a brick manufacturing plant that will give employment to quite a number of workmen. It is understood that the entire product of the plant will be shipped to Norfolk for building purposes in that city.

"Dogged persistence" is the way owners describe Hupmobile performance. And what could warm a driver's heart more than to know that his car is always "there?"

ANDERTON HUPMOBILE CO., INC.

1837 W. Broad Street, Phone Boulevard 638.



Hupmobile

Jackson FOUR WHEEL DRIVE TRUCKS

Carry Loads Anywhere

Here is the truck with the brute power to solve the hardest hauling problems. It has the uncanny ability to pull over and through seemingly hopeless obstructions. In deep sand, swamp land or mud-holes the 3½-ton Jackson four wheel drive truck buck right down and plows its way to firm ground. It is ideal for hauling in the face of most adverse traction difficulties.

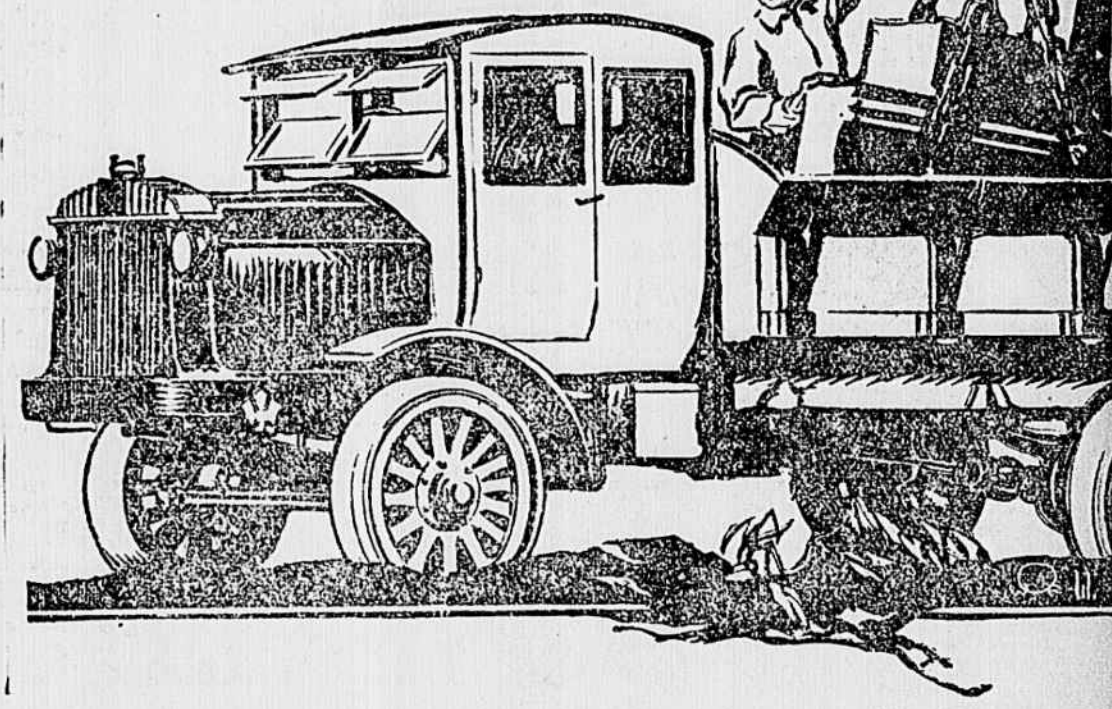
Push and pull in all four wheels—that is the secret. Equipped with comfortable all-weather coupe-cab; self-starter; patented front wheel drive and special easy steering device.

Let us demonstrate what the Jackson truck can do in your work—how it will insure load delivery on time anywhere. Come in and investigate.

RAHILY & MARTIN

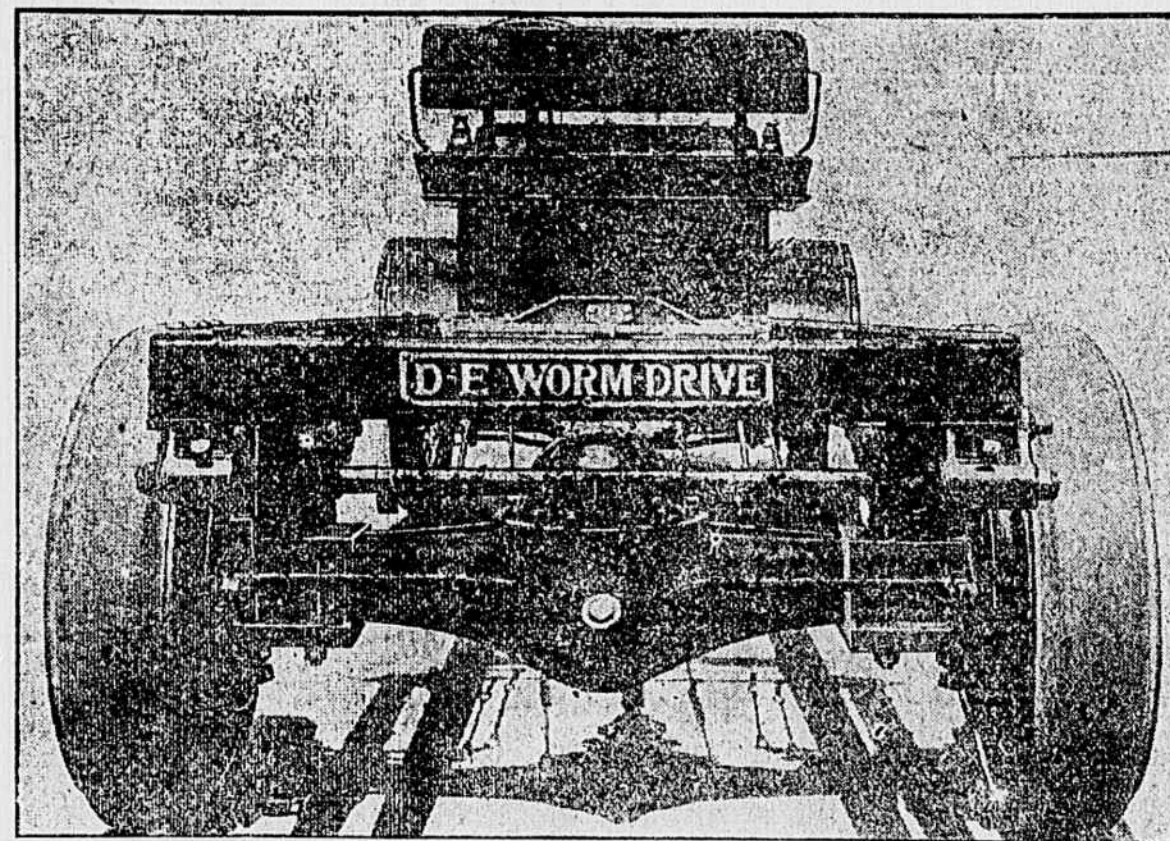
State Distributors for Jackson Pleasure Cars and Trucks, 105-107 East Bank Street, Petersburg, Va.

Manufactured by JACKSON MOTORS CORPORATION, JACKSON, MICHIGAN "Motor Car Builders for Over 16 Years"



DAY-ELDER Worm-Drive Motor Trucks

The Weights Given on the Right Include Weight of Body



Model A
1-1½-ton
\$1,995.00

Model B
1½-2-ton
\$2,300.00

Model D
2-2½-ton
\$2,750.00

Model C
2½-3-ton
\$2,950.00

Model F
3½-4-ton
\$3,700.00

Model E
5-ton
\$4,000.00

Every piece of material and equipment that goes into a DAY-ELDER is of time-tried value. From the radiator cap to the tail-light, every DAY-ELDER is a complete efficient unit of mighty power and invulnerable strength. That is why they are delivering continuous capacity service to thousands today at the lowest cost per mile of all worm-drive trucks. Dealers: Write for particulars.

65% of All Models of Trucks are Worm-Drive. Immediate Delivery. Guaranteed Twelve Months.



Kline Kar Sales Co., Inc.

605-13 WEST BROAD STREET.



OWNERS SAY:

Saved \$1,062.00 over cost of two carts first year.

Spent less than \$25.00 on repairs first year.

Because of satisfactory service now buying third Day-Elder.

After two years' use standard-wise Granite and Construction Co.

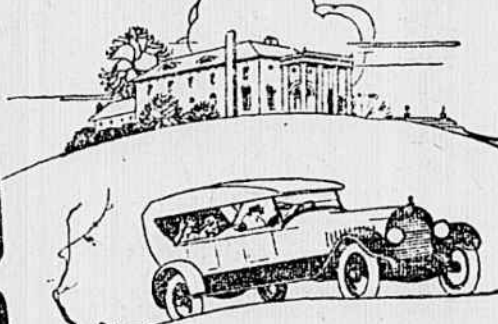
VAUGHAN & CHEWNING.

MAYO COOPERAGE CO.

G. R. CURRIE & CO.

REPUBLIC TIRES

With STAGGARD Studs



The Staggard Studs of Republic Tires keep the car where you steer it—on any road of any kind.

They bite down deep into mud—they hold the road with positive grip.

The Staggard Studs always head in the direction of travel. They make steering easier, and drive the car steadily forward without slide or side-slip.

Our service department is fully equipped to render complete tire service at all times

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